

The
Benson
&
Hedges
Home
Collection
Catalog



Featuring distinctive
items chosen to enhance
your surroundings.

To request your copy of
this exclusive catalog, simply
call 1-800-2 BENSON

(1-800-233-6766).

Limit to smokers 21 years of
age or older. Void in Kansas.
Allow 6-8 weeks for mailing delivery.
Call by Feb. 28, 1997.

© Philip Morris Inc. 1996
15 mg "tar," 0.9 mg nicotine av.
per cigarette by FTC method.

**SURGEON GENERAL'S
WARNING: Quitting Smoking
Now Greatly Reduces Serious
Risks to Your Health.**

11.5
10.5

2.5"

3.25"

LEO BURNETT JOB INFORMATION

PRINT

Ad No. 692-B4
Reo No. M49105
Brand Benson & Hedges
Packing(s). Big FP
Title Catalog 1/3 Pg 41C
Medium Mag ROP
Description Ocean Drive
Area 32.58 sq in
First Sched. Cover Date Nov 1996
Warning. Exh 1a ABCD
TBN. Size 8 FT
OR on sale date, as needed

APPROVALS
Print Service AX-8/14/96
Agency Legal _____
Client Service _____
Brand _____
PM Legal D. B. Schreiber
PM Legal Changes/Comments Date _____

Agency Legal _____
Commission or Change Order
Re. Client

Exhibit 1(a)

Bgt Univers Light Cond. (8.25/8 Capps TNN 10)

Scale: 1" = 1"

Bleed: 3.25 x 11.5 inches

Live: 2.5 x 10.5 inches

CAPPS

Print. Public Inc. 100% owned 28000 51 St. NC. 1000
Address Format: 401 4900
Copyright 1996
Terms: AdNet & PC, Centaur, Century, Future Networks